

connect

EDITOR'S VOICE

Dear Friends,

As we all wished, the second issue of connect is in your hand, unlike the first one which was virtual. The quarter that just passed was very eventful indeed. There was a flurry of activities across our group all over the country. There were some proud moments - ARRI NEWS featured 'Kisna' and gave due credit to its cinematographer and EFX Mumbai for the great job done. Internationally acclaimed filmmaker **Mr.Moshen Makmalbaf** processed his second consecutive film titled 'Colder than fire' with us, thus re-affirming his faith in Prasad. The high point of course was the inauguration of **L.V.Prasad Film and TV Academy** which was launched to perpetuate the memory of our founder fulfilling his long felt desire. Another important event was a highly acclaimed three day workshop on **Film and Digital Technology** conducted by Prasad Group at Colombo (Sri Lanka).

There are some areas of concern too; the competition has heated up. The business scenario seems to be changing. Giant Corporates have entered the Entertainment Industry. Yes, it is time for introspection for us. We have to work closer than ever before. We need to cross-sell the services of our group companies to optimize the market share of each other. With our rich experience, unmatched infrastructure, vast pool of highly experienced technical talent and significant national presence if we forge ahead as one Synergic Force we can emerge victorious.

Before concluding, I thank all those who have contributed to "Connect". I am sure more people will share their thoughts and experience in the forthcoming issues for the benefit of all of us.

S.Sivaraman
Editor

PROJECTS AT PRASAD GROUP



Digital Intermediate (DI)
by Prasad EFX,Mumbai



DI, Visual Effects, Lab Services by
Prasad Group



Lab Services, Visual Effects by Prasad
Film Laboratories, Hyderabad, EFX



Lab Services by Prasad Film Laborato-
ries, Thiruvananthapuram



DVD Authoring by Prasad Video
Digital, Chennai



Lab Services by Prasad Film
Laboratories, Chennai



Visual Effects by DI Group, USA,
EFX,Chennai



Lab Services by Prasad Film
Laboratories, Bangalore



Lab Services by Prasad Film
Laboratories, Bhubaneswar

L.V.PRASAD FILM & TV ACADEMY OPENS

One of Mr.L.V.Prasad's cherished dreams was to establish a training institution for young aspiring filmmakers. The result of this vision and effort is the L.V.Prasad Film & TV Academy. The Academy is located at the sprawling Prasad Studios campus in Chennai and equipped with State-of-the-art technology.

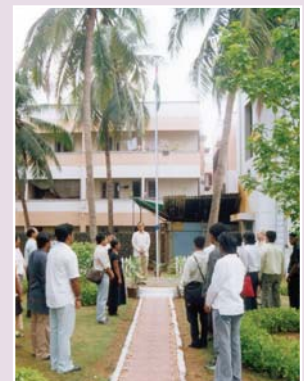
We have selected 22 students out of 75 applications to do their Post-Graduate Diploma courses in Cinematography and Directon. We are proud to say that the Academy has students from all over the World.

It takes immense pleasure to announce that our Academy was inaugurated on August 15th 2005.

Our MD, Mr.Ramesh Prasad hoisted the national flag at the lab premises and after that took a symbolic march towards the Academy from the lab campus along with other staff members and students. A documentary on Mr.L.V.Prasad was projected after which the students introduced themselves. M/s.Ramesh Prasad, K.Hariharan, Sivaraman, Arun Bose and K.R.Subramanian addressed the students at our newly built auditorium and joined the students for lunch in the new canteen.



Classes have begun on schedule with a commitment to provide quality and trained film makers & television professionals for the future.



PRASAD AT COLOMBO FILM FESTIVAL

Activities undertaken during the film festival by Prasad Group for National Film Corporation of Sri Lanka (NFC)

1. Technology Workshops 2. Press Conference 3. Banquet for Sri Lanka Film Industry and others at the Bandaranaike Museum and Conference Hall were attended by 40 people

Program 19th July 2005 - Film Laboratory Processes

Pre lunch

A welcome address was given by Mr.K.R.Subramanian introducing all the workshop conductors namely M/s.Sivaraman(GM- Operations, Prasad Film Labs, Chennai), Bose(Head - Chief Audio Engineer, Prasad Film Labs) and Mohan Krishnan (Head - Corporate Communications, Prasad Group). The workshop started with a detailed introduction to Prasad Group and all its key services. Then followed the opening session presented by Mr.Sivaraman. The session outlined in detail the film making process and the film laboratory process through an interactive presentation. This was followed by a question and answer session by M/s.Sivaraman, Bose and K.R.Subramanian.

Post Lunch

Mr.Sivaraman explained the connection between the Sri Lankan film Industry and Prasad Group and illustrated this with a showreel of some of the finest Sri Lankan films post produced at Prasad. Following this was a session on Film Formats and aspect ratios presented and discussed by Mr.Sivaraman. The session resumed after tea break with questions and answers. This was followed by clips from a selection of Indian Films post produced at Prasad Group.

Program 20th July 2005 - Audio technologies

Pre Lunch

The session was conducted by Mr.Arun Kumar Bose. A multimedia presentation on the basics of audio, sound reproduction in a theatre and audio formats (dolby, dts etc) was presented and discussed in detail. This was followed by a demonstrative reel from 'Pearl Harbor' (hindi version) mixed at Prasad. Question and answer session followed next.

Post Lunch

A complete flow of audio, hardware, software and infrastructure presentation was conducted and discussed by Mr.Bose. This was followed by a question and answer session. Mr.KR.Subramanian discussed and illustrated the cost working for a typical feature film project in detail and answered queries from the participants.

Program 22nd July 2005 - Digital technologies

Pre Lunch

The session was conducted by Mr.Mohan Krishnan. A presentation on what, why, how and advantages of Digital Intermediate(DI) was presented and discussed. This was followed by examples taken from DI films done at Prasad EFX with explanations on the possibilities of Digital Intermediate, Grading etc. A showreel of before and after digital grading was presented next. This was followed by a question and answer session.

Post Lunch

Digital Film Making with focus on HD was presented next. The presentation went through what, why and advantages of HD. This was followed by a showreel of HD films transferred to celluloid film. Next was a demonstration reel of Visual Effects done at Prasad with a case study of how some projects were done. After Tea break NFC had organized a certificate issuing ceremony for participants. This was presided by Mr.Ramesh Prasad and Mr.Sunil Sirisena, Chairman of NFC. Mr.Sunil Sirisena initiated a feedback query from participants. The feedback received was very positive. The certificates were presented by M/s.Ramesh, Sunil Sirisena, Sivaraman and KR.Subramanian. Overall NFC acknowledged the professional nature of the three day technology workshop and lauded Prasad Group for its initiative and support in facilitating the educational development of the Sri Lankan Film Industry.

Press Conference 23rd July 2005

The press conference was to highlight the contribution of Prasad Group to the Sri Lankan Film Industry. The press was addressed by M/s.Sunil Sirisena, Ramesh Prasad, Sivaraman and KR.Subramanian. A press note was prepared and issued. The conference was attended by about 30 persons from print media and TV Channels.

Dinner Banquet for the Sri Lankan Film Industry 23rd July 2005

Arranged by Prasad Group at the Taj Samudra, Colombo, this was attended by the 'Who is Who' of the Sri Lankan film industry and acknowledged by the guests as a one of its kind event ever held in Colombo for the film industry to meet and interact. Mr.Ramesh Prasad was presented a Memento for his contribution to the growth of the Sri Lankan Film Industry by Mr.Sunil Sirisena, Chairman, National Film Corporation of Sri Lanka.

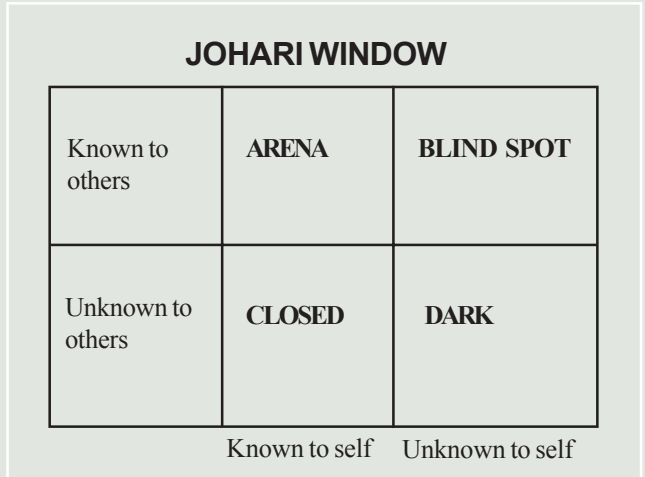


SECRET OF SUCCESS



For the success of any organisation, the interpersonal awareness should be increased. Every individual in the organisation should know his strength and weakness and also an opportunity is to be created for him to know the strength and weakness of the other people in the organisation. A good management will always use the strength of its employees. The management should also help the employees to overcome their weakness.

The Johari Window is a conceptual model for studying interpersonal awareness. It was developed by Joseph Luft and Harry Ingham. Its schematic model that shows how people expose themselves to others and receive feedback from others in their interpersonal relationships.



The implication of this model is that if the arena is very small, there is very little free and spontaneous interaction. On the other hand, the larger the arena the greater the chance for the participants in any relationship to make correct perceptual judgements about each other. This accurate perceptual judgement helps them to develop realistic mutual expectations. Meeting these expectations increases their level of trust and influence. As the arena expands, the closed area or private self shrinks and it becomes less necessary to hide or deny things one knows or feels. For any organisation to succeed the "ARENA" should be larger among their employees.

How to achieve this?

Employees can be first divided into groups. Each group will have six to ten employees, from different departments and of same level. Group Members should meet atleast once in a week, at a place where they can share their thoughts. It is always preferable that these members meet in one of the members' houses. This will help each member of the group to meet the family of the other members. In each meeting, all the members should speak on a choosen topic for five to ten minutes. This will help each member to know about the other member well. Some of the topics that can be choosen are 1) "A Happy incident in his life". 2) "A sorrowful incident in his life. 3) An incident where somebody helped him 4) An incident where he helped somebody.... and so on.

These meetings will definitely bring out the goodness or strength in each individual. Now this is known to others also. The "Arena" expands. Once in six months, all the groups can go for a picnic with their families. All these activities will create a feeling among the participant that they all belong to one Group. It is always believed that **Coming Together is the Beginning, Working Together is the Progress, Staying Together is the Success**. I am sure all of you will agree with me that in 'PRASAD GROUP' all of us will stay and work together for the success of the Group.

K.R.Subramanian, Business Head, Prasad Film Laboratories, Chennai

Mr.B.N.Gowda - Supervisor in Developing Department, Prasad Film Laboratories, Bangalore completed 58 years of age and he was superannuated from the service of the establishment on 10.06.2005.



CONGRATULATIONS



Mr.M. Parthiban, Administration Department and Mr.B. Ramakrishnan, Maintenance Department have completed 15 & 25 years of service respectively in Prasad Film Laboratories, Chennai

CELEBRATIONS



EFX - Mumbai celebrated the successful completion of the DI work in the film 'PARINEETA'. Congratulations to the entire team for their commitment and hard work in contributing to the success of 'PARINEETA'



WELCOME TO PRASAD GROUP

EFX- Mumbai

Prashant Halwe - Manager, Sales
 Sangeeta Sud - Sr. Manager, HR
 Meghanathan Naidu - System Administrator
 Karthikeyan M - Film Conformist
 Chandrakant R. Shenoy - Trainee, Compositor
 Shakti Banerjee - Colorist
 Rajiv Raghunath - Senior Line Producer
 Vinod G Durgavle - Machine Room Operator
 Raghunath Varma - Technician, Film Conformist

EFX- Chennai

Narasimhan - Senior Manager, Credit Control
 Nanda Kumar - Jr. Animator
 Vijeyshankar - Executive Logistics
 Ramakrishna Reddy - Visual Effects Coordinator
 Praveen Kumar Trainee - Animator
 Karthikeyan sks - Technician, Film Scanning
 Prem Raj - Technician, Film Scanning
 Krishna Kumar - Negative Cutter
 Srinivas - Technician Scanning
 Sri Sai Sudhir - Supervisor, Scanning
 Siva Kumar - Trainee, Scanning
 Vijay Kumar - Junior System Administrator
 Albert Jose - Office Assistant

EFX - Hyderabad

Dwaraganath Babu - Animator
 Bhargavi - Animator

EFX - Bangalore

Nagaraj - Manager, Sales

Prasad Video Digital

S. Sivaramkumar - CG Member
 N. Raghunathan - CG Member
 T.N. Devarajan - Telecine Colorist
 S. Balaji Perumal - Office Assistant



L.V.Prasad Film & TV Academy

P. Sreekumar - Accounts Assistant
 Subramanian - Administrator (Consultant)
 S. Arunmozhi - Academic Coordinator
 P. Chandra Pandi - Office Assistant
 A. Saravanan - Office Assistant

Prasad Film Laboratories, Mumbai

S Babu - Negative Cutter
 Shivakumar K - Negative Cutter
 Rupali Dalavi - Executive, Purchase
 Amit Shah - Manager, Accounts
 Anita Pinto - Secretary

EFX - Delhi

Jivan Singh Rautela - Office Assistant
 Purna Tanwar - Executive Sales
 Swapnil Chaturvedi - Executive Sales

Prasad Media Corporation Ltd

S.Ramesh - Graphic Designer

Congratulations

Dinesh - Prasad EFX, Mumbai got married to Bharathi Devi on 1st September
 Priyan - EFX, Chennai got married to Vanathy on 15th September



* Please report any names left out by mistake through e-mail to connect@prasadgroup.org for inclusion in the next issue

FISH – A Remarkable Way to Boost Morale and Improve Results

Recently I read this book, just about 100 short pages, authored by Stephen C. Lundin, Harry Paul and John Christenson. I liked the content and the lucid style of presentation, making it interesting for me to finish reading it at one go. Fish is a parable about finding the deep source of energy, creativity, and passion that exists inside each of us by learning to love what we do, even if at the moment we may not be doing exactly what we love.

Here are the key learnings from the book: -

- * There is always a choice about the way you do your work, even if there is not a choice about the work itself. We can choose the ATTITUDE we bring to our work.
- * The risk of doing nothing is probably greater than the risk of acting.
- * Most people enjoy learning and growing, at any time in their lives.
- * There is something I know about you that you may not even know about yourself. You have within you more resources of energy than have ever been exploited, more strength than has ever been tested, and more to give than you have ever given.
- * One needs to risk the possibility of failure. There is no safe harbor. But to take no action is to fail for sure. The first step would be to choose your attitude, your confidence, trust and faith.
- * The people who work in the organization are “adult kids”. They require PLAY as much as any kid requires.
- * Look for as many ways as possible to create great memories for the employee as well as the customer. It is called MAKE THEIR DAY. Engage people and welcome them to join in the fun. The atmosphere is one of inclusion. Focussing your attention on ways to make another person’s day provides a constant flow of positive feelings.
- * Be fully PRESENT at work. Be sensitive to everyone around you.

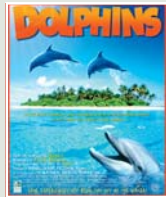


Venkat Narayanan, Head - HR, Prasad Group

PRASADS - HYDERABAD'S PRIDE



T-REX (3D) was released in IMAX to a good response



DOLPHINS, an Oscar Nominated film released on 23rd September



Amitabh Bachchan & Abhishek Bachchan visited Prasads for the preview show of their film 'SARKAR'



Artist/Film Maker M.F. Hussain visited Prasads



Onam festival was celebrated at Prasads with the screening of Malayalam film 'UDAYON'

PICNIC

On 15th May 2005 EFX Mumbai employees went on a one day Picnic to Ambarnath and spent the whole day at Shathi Sagar River side resort, frolicking water park and enjoyed boating, horse riding, music and of course delicious food. Prizes were distributed to the best participants in the specially arranged games.



WORKSHOP ON FILM RESTORATION



A Technical Workshop on Film Restoration was conducted by Mr. Walter Plaschzug from Austria. The workshop was for two days on the 25th and 26th July for the Restoration Team at EFX. The workshop addressed various problems encountered in digital restoration and new techniques & methods in solving problems. Different modules of digital restoration, workflow process and output maximisation were detailed and discussed during the program.



Detailed and fruitful business meetings were had with Mr. Russell Chu, Mr. Esmond Goei of GDTV, China, Mr. Lao Hong Kai, Director, Guang Dong television and International Center. GDTV executives are expected to visit EFX - Chennai facilities soon and discuss the possibilities of representing EFX for Digital Restoration Service in China.

CAIRO TEAM VISITS PRASAD

BOUHA, an Egyptian film was post produced at Prasad Group facilities in Chennai. The visiting team consisted of M/s Wael Abdulla - Producer, Emam Rami - Director, Mahmood - Sound Engineer, Nizaz Shekar - Director of Photography, Mahmood - Artist.



THE INTERNATIONAL FILM & TV MARKET EXHIBITION (12-14th June 2005)

EFX participated as an Exhibitor in the International Film & TV Market Exhibition at the Shanghai New International Expo Center in Pudong, Shanghai, China. EFX was part of Cosmos Discovery - Malaysia Team. The booth titled "Jia Yu channel" was manned by executives from Cosmos - Malaysia, EFX - India and DCE - Singapore. Over 100 Trade visitors from Television, Film production/ producers/ directors, studios from China, Malaysia, Singapore, Hong Kong, Australia and other countries visited the booth.



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DAVID WINTERS WORKS AT PRASAD

Hollywood Director David Winters visited Prasad Film Labs, Chennai. David started his career as Choreographer in Hollywood. Currently he is a Producer, Director, Distributor and Actor. His latest mega project is 'The King Maker' being post produced at Prasad Group facilities.



PRASAD GROUP IN THE MEDIA



School for films
A new institute for aspiring filmmakers is now open in Chennai

The Prasad Group, after having established outstanding credibility in post-production services, is now moving into training prospective filmmakers and

approach to produce trained manpower for the industry... Hariharan justifies the need for such a course as timely, as filmmaking now is a collaborative effort, rather than just the director's baby... He also says that the students of this course would be trained to make popular films and not the elitist ones, which is normally expected of film-school graduates... With all this comes the high fee - that of Rs 2 lakh... Through the preliminary strategy he as a regular... justified only if the interest in filmmaking... The distribution might launch a TV... by to attract experts... the students on... into producing fee... is proposed to... and scholarships a... deans from next ye... said. Though initially... only posted in from... from Tamil Nadu, he... that from the next academic... deans from other states... evince interest in coming to Chennai... The last date for receiving applic... these for various courses is May 20... An entrance exam will be conducted... at all Prasad Group offices on June 11.

'Nowhere in the world will students get the advantage of being trained in a busy film production facility where they can interact with working professionals on a daily basis' said Hariharan, Director, L.V. Prasad Film & TV Academy. - **The New Indian Express Dt. 11.05.05**



Prasad Group, a major post-production services provider, is set to launch 'L.V. Prasad Film & TV Academy' on August 15, 2005 in Chennai - **Business Standard Dt. 11.05.2005**

'We have some HD projects happening now in India. In the recent past, we have worked on several HD projects at EFX including the first full length HD feature film in India by PC Shreeram. Right now Cheran, a National Award winning director, is working on his next project in HD.' says Sai Prasad, CEO, Prasad Group - **ASIA IMAGE, June 05**



TRAINING GROUND K. Hariharan speaking at the launch of the academy PHOTO: S. THANTHONI

For wannabe filmmakers

What happens when Asia's largest post-production services provider, Prasad Labs, launches a Film & TV Academy? You may be sitting with Aamir Khan while he mixes a sound track, you may bump into Iran's celebrated film maker Makhmalbaf and discuss your script or you could pull focus for your favourite cinematographer - **The Hindu Dt. 14.05.05**

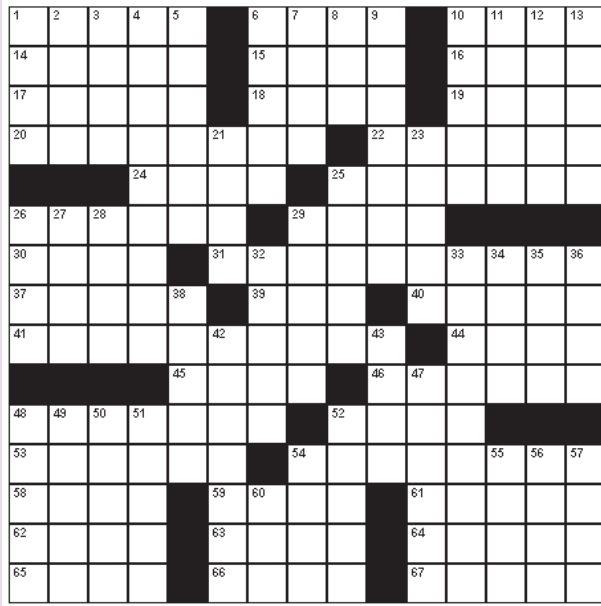


Kisna is a technically highly acclaimed film in India. This is attributed to the great cinematography by Ashok Mehta and the careful Digital Intermediate handled by Prasad EFX, Mumbai. - **ARRI NEWS, Issue 04, 2005**

For students who have been dreaming about directing films, here is an opportunity to make their dream come true. 'During the two year period, the students will also be trained in subjects like painting, dance, poetry along with the aesthetics of cinema and TV' said Hariharan. - **Deccan Chronicle Dt. 12.05.05**



CROSSWORD



Across

1- Speak extravagantly; 6- Move past; 10- Seaward; 14- Garlic-flavored mayonnaise; 15- Narrow strip of wood; 16- Having little hair; 17- Measures; 18- Indian exercise method; 19- Ardent; 20- Custom; 22- Alongside; 24- 9th letter of the Hebrew alphabet; 25- Broadened; 26- Evening party; 29- Indonesian resort island; 30- Untie; 31- Readily salable; 37- Kid leather; 39- Female deer; 40- Impassive; 41- Positive declarations; 44- Nonsense; 45- Eurasian crow; 46- Free from an obligation; 48- Teachings; 52- Physical suffering; 53- Be innate; 54- Tumor; 58- Ground husk of wheat; 59- Pronoun; 61- Lesser; 62- Staffs; 63- Sharp to the taste; 64- Turn outward; 65- On sheltered side; 66- Female sheep; 67- Bird homes;

Down

1- Coarsely ground corn; 2- Pillar; 3- Very small quantity; 4- Battery pole; 5- Person included in a list; 6- Figure out; 7- Drug-yielding plant; 8- Sink or bend downward; 9- Fixed in position; 10- Humiliate; 11- Eurasian juniper; 12- Ignore; 13- Summed; 21- Separate article; 23- Prepares for publication; 25- Rouse from sleep; 26- Ruined city in W Iran; 27- Responsibility; 28- Ancient Roman days; 29- Rivulet; 32- Farewell; 33- Mindful; 34- Derrick; 35- Speech defect; 36- Authentic; 38- Mistake; 42- Small end-blown flute; 43- Scorch; 47- Chinese island; 48- Seventh sign of the zodiac; 49- Register; 50- Shadow; 51- Inward feeling; 52- Nuisances; 54- Make weary; 55- Singles; 56- Three-year-old salmon; 57- Skills; 60- Hesitation;

(Solutions will be published in the next issue)

CRAZY RIDDLES

- 1- An old fashioned bike wheel has 21 spokes. How many spaces are between the spokes - 20, 21, or 22?
- 2- Where did Pilgrims land when they arrived in America?
- 3- Who succeeded the first President?
- 4- When is the best time to have lunch?
- 5- What makes a man bald-headed?
- 6- What always ends everything?
- 7- What is it that one needs most in the long run?
- 8- What animal keeps the best time?



Ans : 1. Draw a wheel and count 2. On their feet 3. The second one 4. After breakfast 5. Lack of hair 6. Letter 'g' 7. breath 8. Watchdog

BRAIN TEASERS

1. Cathy has six pairs of black gloves and six pairs of brown gloves in her drawer. In complete darkness, how many gloves must she take from the drawer in order to be sure to get a pair that match? Think carefully!!
2. Why can't you take a picture of a Indian woman with hair curlers?
3. What is the largest possible number you can write using only 2 digits - just 2 digits, nothing else?
4. Before Mt. Everest was discovered, what was the tallest mountain in the world?
5. Because cigars cannot be entirely smoked, a hobo who collects cigar butts can make a cigar to smoke out of every 5 butts that he finds. Today, he has collected 25 cigar butts. How many cigars will he be able to smoke?
6. Someone at a party introduces you to your mother's only sister's husband's sister in law. He has no brothers. What do you call this lady?
7. Which weighs more, a pound of feathers or a pound of gold?
8. A carpenter was in a terrible hurry. He had to work as quickly as possible to cut a very heavy 10 foot plank into 10 equal sections. If it takes 1 minute per cut, how long will it take him to get the 10 equal pieces?
9. Why are 1898 silver dollars worth more than 1897 silver dollars?
10. What English word can have 4 of its 5 letters removed and still retain it's original pronunciation?
11. Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name?
12. In your sock drawer, you have a ratio of 5 pairs of blue socks, 4 pairs of brown socks, and 6 pairs of black socks. In complete darkness, how many socks would you need to pull out to get a matching pair of the same color?
13. If there are 5 apples on the counter and you take away 2, how many do you have?
14. If, having only one match, on a freezing winter day, you entered a room which contained a lamp, a kerosene heater, and a wood burning stove, which should you light first



Ans : 1. 13. She could possibly take out 6 black left hand gloves and then 6 brown left hand gloves, the next one would have to be either the right hand or left hand match 2. You can't take a picture with hair curlers you need a camera 3. 9 4. Mount Everest has always been the tallest mountain, even before being discovered 5. 6, he makes 5 originals from the 25 butts he found, and after he smokes them he has 5 butts left for another cigar 6. Mother, or Mom, or whatever you call your maternal relative. 7. Feathers 8. 9 minutes. It only takes 9 cuts to get 10 equal sections 9. \$1,898.00 is one more silver dollar than \$1,897.00 10. Queue and thanks to some of our visitors here is another answer: atch - take away the atc and you are left with "h" 11. It has to be Johnny. He's the third child 12. 4. If you don't agree, try it yourself 13. You have 2 apples. There are 3 left on the counter, but you have 2 14. The match of course!

DID YOU KNOW ABOUT PRASAD ON THE WEB

The Prasad Group of companies has a significant presence on the Internet. These websites focus on providing information on company services, technology, education, information and facilities. Prasad Group has an inhouse team that constantly updates the websites. Do take time to visit these websites and give your feedback.

www.prasadgroup.org

www.lvprasad.org

www.efxmagic.com

www.prasadacademy.com

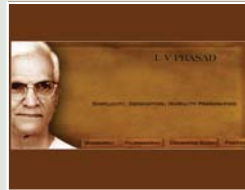
www.prasadlab.com

www.prasadvideo.com

www.dce-dubai.com

www.dce-sg.com

www.digroupusa.com



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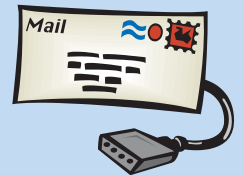
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For all other suggestions, email to connect@prasadgroup.org

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